

FOR IMMEDIATE RELEASE
May 17, 2005

CONTACT: Kim Newman, Public Relations
Arrowmont School of Arts & Crafts
556 Parkway, Gatlinburg, TN 37738
865.436.5860x34
www.arrowmont.org

ARROWMONT TO KICK-OFF NEW FRIENDS CAMPAIGN AT ARTS FESTIVAL

GATLINBURG – Arrowmont School of Arts and Crafts is excited to kick-off its newly designed Friends of Arrowmont Campaign this weekend at Gatlinburg's first ever outdoor Fine Arts Festival. Friends of Arrowmont is a program of on-going financial support for the School, one of the country's oldest and most respected schools of art and craft.

"The Fine Arts Festival is a wonderful opportunity for the community to gain awareness of the updated program and learn how their gifts will help fund essential needs such as scholarships, youth programs—ArtReach and Artists-in-Schools—that impact all Sevier County school children, and the preservation of Arrowmont's historical campus, to name a few," said David Willard, Director of Arrowmont.

Other areas that your gift will help fund include: improvements to studios and equipment; enhancements to gallery programming and exhibitions; and the institution and promotion of a national arts literacy initiative with the Pi Beta Phi Fraternity to celebrate the value of art education in primary and secondary schools.

The new program offers incentives to join Friends of Arrowmont at various giving levels. The Signature Circle member is the most involved with annual support of \$1,000 or more. Gifts at any level are needed and valued.

More information about Friends of Arrowmont can be obtained at the school at 556 Parkway, or by calling 436-5860. Information will also be available at their booth this Saturday and Sunday, May 21 and 22, at the Gatlinburg Fine Arts Festival.

Arrowmont is committed to its mission of "enriching lives through art."

###